

# ANNIVERSARY REMINDER™

... notifying those who want to remember

Put a checkmark (✓) to the left of your name if you would like to receive an *Anniversary Reminder*.

Pat Smith, 127 Middlebury Ave.

Apt. 8-A, Cleveland, Ohio 44113

**A**nniversary Reminder™ is a service that we at \*\*\*\*\* offer to all those who attend this \*\*\*\*\* - directed funeral.

Those who register to receive an *Anniversary Reminder* do so for various reasons; here are just a few:

- ☒ Some funeral attendees use the reminder to mark their calendars and, on the exact anniversary date, take a moment to reflect.
- ☒ Some use the reminder to help them schedule a visit or phone call.
- ☒ Others find special meaning connecting with people at the time of the anniversary, and use the reminder as confirmation of the exact anniversary date.

If you would like to receive an *Anniversary Reminder* from us, simply put a checkmark to the left of your name as written in the register book. Make sure you include your full address and zip code.

Expect your *Anniversary Reminder* in the mail approximately 50 weeks from today.

*Anniversary Reminder*™ - a patent-protected service. PATENT PENDING • 2003

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Figure 1

# A Note from the Ferfolia Funeral Home

Dear Mr. Greg Yuvin,

Almost one year ago (01/27/01) you joined the  
Stevens family as they honored the life of their loved  
one, Betty Rossi (d. 01/25/01).

In light of the upcoming anniversary of Mrs. Rossi's  
passing, we have enclosed the informational brochure  
entitled 'Long After the Funeral' as a courtesy to you.

We recognize all those she left behind as they  
remember her now, and forever.

Sincerely,

Donald B. Ferfolia, Jr.

Donald B. Ferfolia, Jr.

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Figure 2

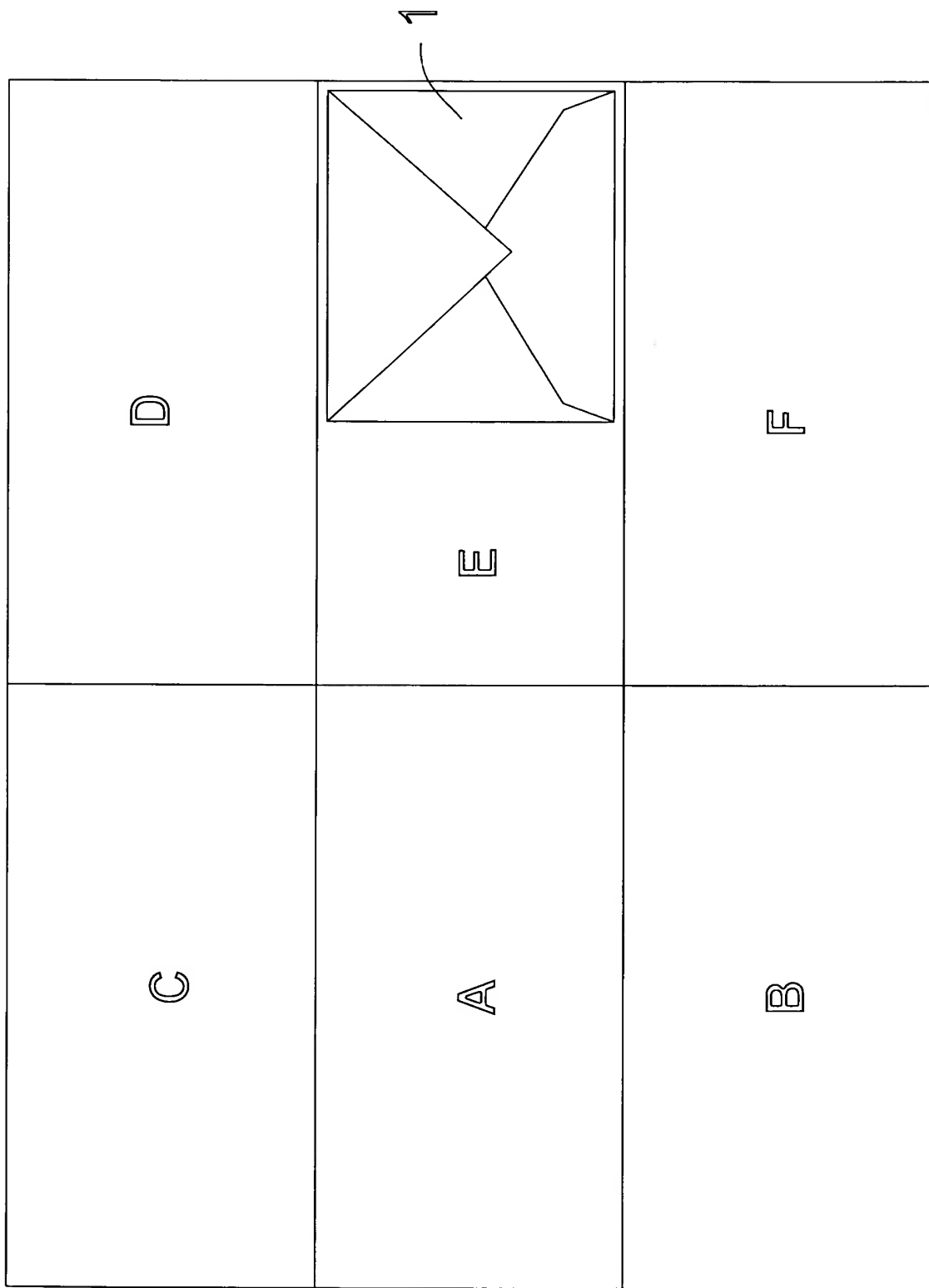


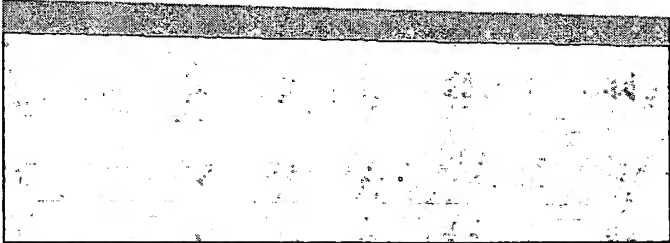
Figure 3

Long after  
the funeral,  
there are TWO things  
that those left behind never forget:

#1: Their deceased loved one, and...

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Figure 4



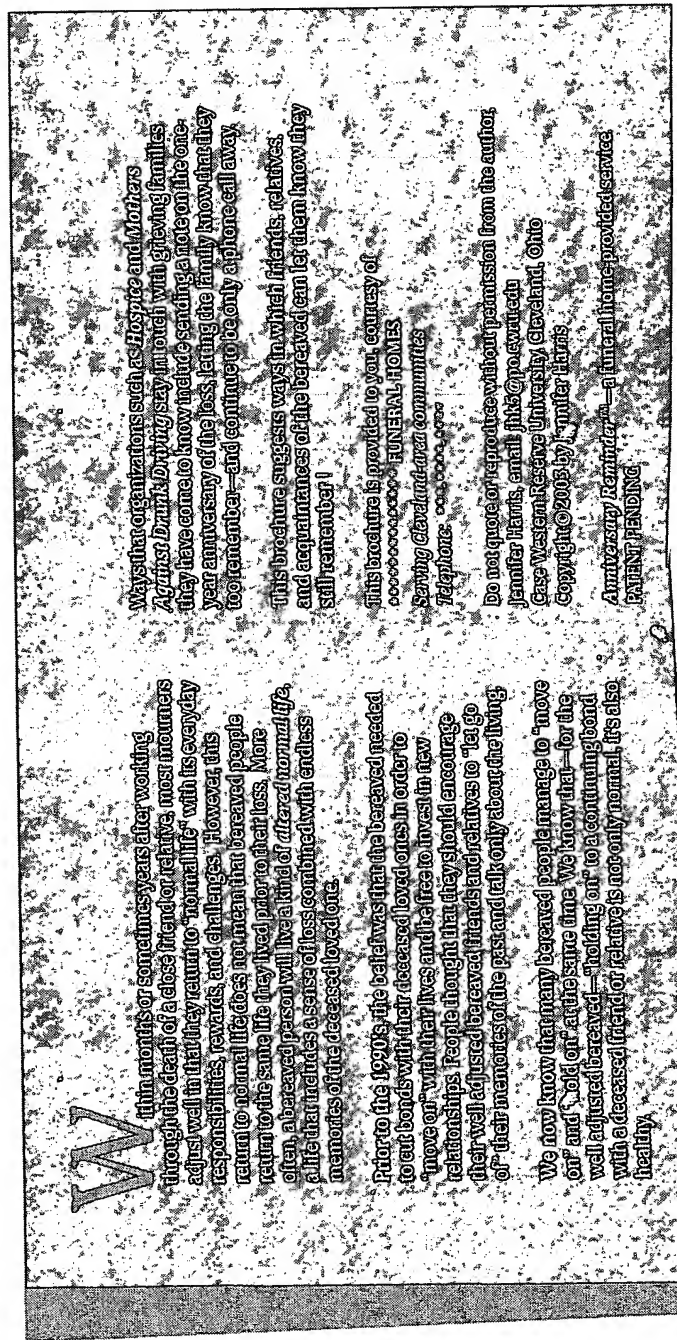
#2.

*A simple act of kindness from someone  
on the Anniversary of the death:*

Make contact with the one left behind.  
Let them know you *still* remember.

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Figure 5



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Figure 6

# Why

a brief note sent on the anniversary

means just as much (and maybe more).



Many bereaved spouses, parents, children, and friends maintain *continuing bonds* with their deceased loved ones. Although these bereaved individuals *welcome* the acknowledgement of these bonds, their friends and relatives often do not know what to do or say. For those who have experienced the loss of a close friend or relative many years earlier—including those bereaved five, ten, twenty years and longer—a single acknowledgement may be one of the most thoughtful gifts they ever receive. A simple act of kindness means a lot.

## ANNIVERSARY NOTES – DO THEY CAUSE OR SOOTHE PAIN?

By and large, the bereaved never forget the anniversary of their loved one's death. A note from you tells those left behind that

You are thinking of them as they remember their loss. . . and, if you knew their loved one, your note also tells them that you are remembering their loved one too.



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Figure 7

## LOOK FOR CLUES

If you're not sure if your friend or relative has a continuing bond with his or her deceased loved one, look for a clue.

*Do they display photographs of the loved one in rooms where people tend to gather (e.g., in the family room or the office)?*

*Do they mention their deceased loved one during everyday conversation?*

*Do they visit the grave site or other meaningful places?*

*Do they play the music that the deceased enjoyed?*

*Do they donate time to a charity in memory of their loved one?*

Any one of these subtle clues (or other clues) should reassure you that your friend or relative would welcome a note from you letting him or her know you still remember!

Those who provide clues welcome knowing that others remember. And while the pain is there forever, and while your anniversary note will neither take away nor add to the pain, your note signifies that you value the connection that your friend or relative will always have with his or her loved one.

## FIRST THINGS FIRST

Find a way to help yourself remember the anniversary month of the death. Mark your calendar and/or fill in the box [right] with the month and year of the loss, and the name and address of your friend or relative.

**In Memory Of**

[month/year]

Name:

Address:

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## Figure 8



# What To Write?

What to write and how much to say in your anniversary note may simply depend on whether or not you knew the deceased.

## WRITING LESS

If you are very close to the one left behind—and you did not know the deceased loved one well or at all—you may choose to write only a few words.

On a small note, or on a card attached to flowers, a plant, or some other gift, consider the following sentiments

Remembering the loss of your mother  
Sincerely, \_\_\_\_\_

Remembering the loss of your good friend \_\_\_\_\_  
Fondly, \_\_\_\_\_

Although a year has passed, our memories  
of \_\_\_\_\_ and thoughts of you remain with us.  
Love, \_\_\_\_\_ and \_\_\_\_\_

Would you like to do something together in  
memory of \_\_\_\_\_?

## WRITING MORE

The deceased may have been a good friend of yours, perhaps he or she was a co-worker or a next-door neighbor with whom you spent a lot of time and got to know well.

If you know the deceased loved one—and even if you don't know those left behind—you have a unique opportunity to share your memories in your note.

Elaborate on a memory that you have of the deceased

Capture what it was about the deceased that earned your respect or appreciation.

Reminisce about a humorous incident that happened

Describe ways in which he or she continues to influence or positively affect your life

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Figure 9